

## **MAKNA SIMBOLIK SAWAH DI MASYARAKAT PEDESAAN TINJAUAN KOMUNIKASI LINGKUNGAN PADA MASYARAKAT SEMENDE DARAT TENGAH KABUPATEN MUARA ENIM-SUMATERA SELATAN**

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### **ABSTRACT**

Rice fields are an integral part in the life of rural communities, especially in the public of Semende Darat Tengah, Muara Enim, South Sumatra. Rice fields are considered as part of the socio-cultural and economic of society. All of this is part of the communication process conducted by the public environment, particularly the ability to understand the phenomenon of the local environment and then give the meaning to the phenomenon. This is the focus of this study, environmental communication process of society by looking paddy fields as a major agricultural. Through communication ethnoecology approach, this research shown that the people has made the construction process of the rice fields, which are then considered to have a special meaning, ie the meaning of prosperous, the meaning of power, and the meaning of identity. All of not happen by itself, but a process of community communication to understand their natural environment, in particular the existence of paddy. There are a symbolic construction mechanism which lasts from various groups in society.

**Keyword:** *Communications; Environmental; Paddy Fields.*

### **ABSTRAK**

Sawah adalah bagian integral dalam kehidupan masyarakat pedesaan, khususnya pada masyarakat Semende Darat Tengah, Kabupaten Muara Enim, Sumatera Selatan. Sawah dianggap sebagai bagian dari tatanan sosial budaya dan ekonomi masyarakat. Semua ini adalah bagian dari proses komunikasi lingkungan yang dilakukan masyarakat, terutama kemampuan memahami fenomena lingkungan setempat dan kemudian memberikan pemaknaan terhadap fenomena tersebut. Penelitian ini memfokuskan pada wilayah tersebut yaitu, proses komunikasi lingkungan masyarakat dalam